

# CROSS CULTURAL COUNTERFEIT CHARACTERISTICS AND ANTI-COUNTERFEIT STRATEGY

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## Abstract

The main purpose of this research is to know the cross cultural counterfeit characteristics and find out an effective anti-counterfeit strategy. The authors conducted five different studies with two respondents groups from two countries, South Korea as Developed country and Bangladesh as an under-developed country. First study tried to find out the answer of why consumers buy counterfeit product and results show that Low price, almost same quality, Availability and Short term consumption habit were the main reason. Second study related with what type of products counterfeited; results show that in Bangladesh, nationally popular brand were most targeted by the counterfeiter but in Korea global famous branded were targeted. Third study associated with what are the reasons of counterfeiting according to retailers, and paired t-test and mean value show there were some differences, retailers from Bangladesh said that lack of consumer consciousness and lack of implementation of law were the main reasons but most of the retailers from both countries were believe that higher margin for retailers and low price for consumers were the main reason. Fourth study related with the consumers overall perception, paired t-test

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and mean value show that Bangladeshi consumers were believed that, while purchasing they were not sure whether counterfeit or not and seller hide about counterfeits, on the other hand Korean consumers were not agreed that, and most of the consumers from Korea feel good purchasing counterfeit product but fewer consumers from Bangladesh feel good. Fifth study tried to find out an effective anti-counterfeit strategy.

**Key words:** Anti-counterfeit, Brand, Bangladesh, Korea, Counterfiet, Consumer, Strategy.

### **1. Introduction:**

Branding is one of the important aspects in marketing which basically ensures the buyer to have products of uniform quality allowing repeat buying with confidence which also in turn expedites the success of a marketer. But the rampant counterfeiting of such brands results in consumer deprivation and discontentment.

Because of counterfeiting consumers feel cheating. Due to counterfeiting not only consumer being cheated but also it destroys the promoted market of a marketer through shrinking the market share of own. Moreover, there are many effects on other groups also; almost everyone in the value chain is affected when a brand is attacked.

Brands may hamper the goodwill of famous companies. Because companies may be blamed and condemned by consumers' discontentment due to lower satisfaction derived from the consumption of counterfeit product. Counterfeit of brand also increases the marketing cost of original companies, which hampers the competitive position of the genuine companies. Because they have to spend additional money for advertisement only to make alert the consumers about counterfeit. It may hamper the economy of the country in long time. This creates obstruction for the infant companies at their growing stages. As counterfeit products can be merchandise at a lower price, the manufacturers of original products confront acute and intensive competition even at the flourishing time; as a result, they may be eliminated from the market.

But Since the demand is always the key driver of a market, a number of researchers have argued that consumer demand for counterfeit is one of the leading cause of the existence and upsurge in growth of the counterfeiting phenomenon (Gentry et al. 2001; Ang et al. , 2001). As a direct result of these arguments, a good deal of research has focused on identifying important factors that

influence consumer choice of counterfeits (Phau et al., 2001; Gentry et al., 2006; Wee et al., 1995; Harvey and Walls, 2003; Penz and Stottinger, 2005; Eisend and Schuchert-Guler, 2006). Ryo Horii and Tatsuro Iwaisak (2007) from this research article we can say that if brand are protected (As Intellectual Property Right, IPR) then R & D will be strengthened also innovation will be more.

When a person pays the price for the original goods and later found the poor quality of counterfeit goods, he hesitates to buy the goods in future and in this way, a good manufacturer is through reduction of his market. So counterfeiting is a problem should immediately be remedied for the sake of the greater interest of the consumers, marketers and country.

## **2. Literature Review:**

Many researchers defined counterfeit in different way, but mostly accepted definition given by, Bloch, Bush & Cambell 1993, Kay 1990, they defined counterfeit as reproduced copies that are almost same including packaging, labeling and trademark.

Counterfeiter are involved to counterfeit different types of products, specialty apparel, cosmetics, auto parts are the main and others are music recordings, toys, movies, food, prescription drug, computer software. A huge number of money associated with the counterfeiting the amount may vary but estimated at 400 billion to 450 billion a year (counterfeit goods, 2003)

According to Cordell et al.1996, Shultz, Saporito 1996, Yang, Sonmez, Bosworth 2004, Counterfeiting the unlawful imitative manufacturing of products and services that are protected by owners' intellectual property rights for earning profit and this trend has increased for the time being.

It is estimated that counterfeits represent 7% of world production (Balfour 2005). In 2005, only physical products exceeded US \$200 billion in global trade. Domestically manufactured and consumed values of counterfeit goods were not included in this estimation (OECD).

It is well-known to all that China is the major producer and supplier of counterfeit products; this was also proved in 2005, US customs seized which 70% of the total was from china (IACC 2006). South Korea has also a tradition of manufacturing counterfeits. Maximum Korean consumers had experience of buying counterfeit (54%, Lee and Shin, 2002; 84%, Yu & Lee, 2002), this indicates that in Korea counterfeit products were widely available.

Some prior research showed that the consumers who had higher materialism and hedonic shopping value they were the counterfeit buyers (Lee & Shin, 2002), and consumers with luxury oriented self concept were buying more counterfeits (Yu & Lee, 2002)

In the present world it is difficult to protect intellectual property rights in many countries, but it is more difficult in less developed country due to weak legal structure, their implementation and corruption. That is why in this study we have taken Bangladesh as less developed or developing country and Korea as a developed country because the counterfeit characteristics among developed and less developed country may vary in different aspects.

Brand name is the most precious intangible assets for the company, but if the brand is affected by the counterfeiter then the harmful impact may come from different sources (Grossman and Shapiro 1988a, b), which we discussed in introduction part. Sales will be decreased if demand is shifted to counterfeit products; even brand equity will be destroyed (Wilke 1999).

Counterfeiter are attracted by the successful branded product (Harvey and Ronkainen, 1985); the branded products which did not sell well and not attract by the consumers that also not attracted by the counterfeiter (Cordell et al. 1996; Bloch et al. 1993).

This research is different in many aspects, for example, this research compared counterfeiting characteristics in developed and under-developed country, identified specific features of counterfeiting, tried to find out the retailers as well as consumers opinion about counterfeiting and lastly shown previous important literature about anti-counterfeit strategy and developed an anti-counterfeit strategy.

### **3. Research Structure:**

In this study we tried to find out the answers of five different questions and for this it is conducted five different studies.

**Q1:** Why consumer buy counterfeit product/brand?-Study-1

**Q2:** What type of Brand or product are usually counterfeited by counterfeiter?-Study-2

**Q3:** What are the reasons of counterfeiting according to retailers? –Study-3

**Q4:** What are the overall perceptions of consumers about counterfeit product?- Study-4

**Q5:** What are the remedies? –Study-5

We collected data from Bangladesh from the period of 11 months (January, 2011 to November, 2011) and from Korea 7 months period (June 2011 to December 2011.). The Research methodologies were different in 5 studies and we discussed that in separately in each study.

#### 4. Study 1

##### 4.1 Purpose and Method

We used first study to identify the salient factors of purchasing counterfeit brand as well as original brand; especially the main purpose is to know why consumers buy counterfeit brand. For this study we asked the following question –why consumers purchase counterfeit brand and when they buy original brand what are the considering factors? 193 students from Chonnam National University, South Korea and 212 students from Shahjalal University of Science & Technology, Bangladesh, participated in this study and they were selected as convenient sampling procedure

##### 4.2 Results and Discussion:

**Table 1: Salient Reasons of purchasing Counterfeit brand**

| Salient reasons of Purchasing Counterfeit Brand | Korea<br>n=193 | percentages | Bangladesh<br>n=212 | Percentages |
|-------------------------------------------------|----------------|-------------|---------------------|-------------|
| Low price                                       | 71             | 36.79%      | 83                  | 39.15%      |
| Almost same quality                             | 52             | 26.94%      | 26                  | 12.26%      |
| Availability                                    | 31             | 16.06%      | 44                  | 20.75%      |
| Short term consumption habit                    | 20             | 10.36%      | 12                  | 5.66%       |
| Support of local Brand                          | 13             | 6.74%       | 9                   | 4.25%       |
| Unintentionally Purchase                        | 4              | 2.07%       | 32                  | 15.10%      |
| others                                          | 2              | 1.04%       | 6                   | 2.83%       |

**Table -2: Salient Reasons of purchasing original brand**

| Salient reasons of Purchasing Original | Korea<br>(n=193) | percentages | Bangladesh<br>(n=212) | percentages |
|----------------------------------------|------------------|-------------|-----------------------|-------------|
|                                        |                  |             |                       |             |

| Brand               |    |        |    |        |
|---------------------|----|--------|----|--------|
| Quality assurance   | 52 | 26.94% | 61 | 28.77% |
| Durability          | 51 | 26.42% | 40 | 18.87% |
| Ethical Consumption | 32 | 16.58% | 46 | 21.70% |
| Loyalty program     | 28 | 14.51% | 11 | 5.19%  |
| Emotional ties      | 16 | 8.29%  | 23 | 10.85% |
| Status              | 11 | 5.70%  | 29 | 13.68% |
| others              | 3  | 1.56%  | 2  | 0.94%  |

Table-1 shows the salient reasons of purchasing counterfeit products. Both countries consumers said that Low price, almost same quality, availability, short term consumption habit are the main reasons of purchasing counterfeit brand. But there was a difference between Korea and Bangladesh in the aspect of unintentional purchase, more consumers from Bangladesh (15.10%) said that they purchased unintentionally, meaning that they thought original brand but after purchasing they saw that was counterfeit, on the other hand in Korea fewer people only (2.07%) said that they purchased unintentionally, means that most of the consumers purchased intentionally. Table-2 shows the salient reasons of purchasing original brand; Most of the consumers from both Korea and Bangladesh said that quality assurance, durability, ethical consumption, loyalty program were the main reasons of purchasing counterfeit brand. But there were some differences in the aspects of ethical consumption, loyalty program, and status. More consumers from Bangladesh said that they purchased because for ethical consumption (21.70%), and status (13.68%) compare to Korean consumers ethical consumption (16.58%), status (5.70%) respectively. On the other side, more Korean said that they purchased original brand because of loyalty program compare to Bangladeshi consumers (5.19%).

## 5. Study 2

### 5.1 Purpose & Method:

We designed second study to determine the nature and characteristics of counterfeiting in Korea as developed country and Bangladesh as underdeveloped country. The data for this study was

collected using observation method. The Visiting places were two shopping areas Hawkers Market, Hasan Market and Kudrut-Ullah Point, Sylhet, Bangladesh and in case of Korea the visiting or observation places were Gwangju downtown Market, Underpass market Gwangju, Dongdaemun, and Namdaemun market in Seoul.

### 5.2 Results and Discussion:

#### Counterfeit Characteristics in Bangladesh:

**Table: 3: the names of few products that are counterfeited widely in almost exact form.**

| Category           | Counterfeited Brand(exact form)                                                       |
|--------------------|---------------------------------------------------------------------------------------|
| Cosmetics items    | Ponds Cream, Cute Cream, Cosco Glycerin, Gondharaj Hair Oil, Coconut Oil, Tibet Snow  |
| Garments & Textile | Swan branded products, Hosiery Branded products, Crocodile, Polo,                     |
| Others             | Nike ,Youth Ink,7'O clock Blade, Feather Blade, Econo ball point pen, Olympic Battery |

Source: survey data

**Table –4: Partial and close change**

| Product Category | Counterfeited Brand(Bold original brand name)                                                                                                                                                          |
|------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Cosmetic Items:  | <b>Fair and Lovely</b> -Fair and love/Fair and Lively/<br><b>Meril</b> - Mail, <b>Cute cosmetics</b> - Cuate cosmetic, <b>Lifebuoy soap</b> - Lifejoy, Likebuoy soap, <b>Tibbet snow</b> - Tibbot snow |
| Food Items :     | <b>Nabisco</b> (Biscuit)-Naisco<br><b>Orient Bread</b> - New orient bread,<br><b>Alauddin Sweetmeat</b> - Alauddir Sweetmeat, <b>Polar Ice-cream</b> - polar ice cream                                 |
| Others:          | <b>Bata</b> - Batta, Rata                                                                                                                                                                              |

Source: survey data

**Table-5: Counterfeit Characteristics in Korea:**

| Product category            | Counterfeited Brand in South Korea                                                                                                                              |
|-----------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Auto parts:</b>          | Hyundai and Kia “Garrett,” turbo parts                                                                                                                          |
| <b>Accessories</b>          | Tiffany, Agatha, Chanel, Louis Vuitton , Gucci, Bvlgari, Cartier                                                                                                |
| <b>Bags, Belts, Wallets</b> | Louis Vuitton, Hermes, Fendi, Chanel, Gucci, Prada, Christian, Dior, MCM, Salvatore Ferragamo, Cartier, Burberry, Coach, Bally, Tods, Mulberry, Dsquared2, Etro |
| <b>Apparels :</b>           | Ralph Lauren, Polo, Nike, Adidas, Puma, Levis, The North Face, M.U.Sports, EXR, Bean Pole, Diesel, Lee Dong Soo, Calvin Klien                                   |
| <b>Watches</b>              | Rolex, Cartier, Chanel, Louis Vuitton, Tagheuer, Paul Frank, Franckmuller, Piaget                                                                               |
| <b>Shoes,</b>               | Salvatiore Ferragamo, Gucci, Bally, Tods, Nike, Adidas, Puma, Dsquared2                                                                                         |

Source: survey data & “Guidebook for brand protection”, Intellectual Property Rights Protection Center, 2010

The act of brand counterfeiting of different products is done in heterogeneous ways;

- (a) Few products’ brand names are counterfeited exactly i.e. without changing of any aspect of the product like spelling of the brand name, trademark, product design, color, package, label, etc

Sometimes they imitate all components of the products in such a specialized way that makes no difference between original and imitated one and, therefore, this is marketed in the original brand name. For example counterfeiter counterfeited the brand names in table-3 in Bangladesh, and table-5 in Korea in exact form.

- (b) Tricky marketers sometimes deceive consumers using vague and fallacious statement, which also bewilder them to justify the originally branded product. For example, marketers frequently imprint on the product ‘Made as Japan’ instead of ‘Made in Japan’, ‘Made in Inland’ instead of ‘Made in England’ etc., which also create confusion in judging



the original branded products. Because the general consumers consider such goods as that of Japan or England and accordingly they buy the same.

(c) Sometimes they partially change the aforesaid aspects which seem to be original. 'Polor Ice Cream' (table-4) was designed and prepared in such a way that it apparently made no distinction between 'Polar Ice Cream' and 'Polor Ice cream'. It's shape, size, design, color, package, etc. are so much close to original that distinction between two can hardly be made on the part of consumers if he does not carefully pay attention to this. Partial counterfeiting brand were shown in table-4.

(d) The main differences: >In Korea most of counterfeited brand were global and internationally very famous brand, on the other hand in Bangladesh most of the counterfeited brand were locally or nationally popular brand.

>In Bangladesh counterfeiting trends were two types-partial and close counterfeiting and exact form of counterfeiting, on the other hand in Korea maximum exact form of counterfeiting.

>In Bangladesh most of the counterfeiter targeted cosmetics, foods, apparel and everyday necessity goods, but in Korea most of the fashion brand.

## 6. Study-3

### 6.1 Purpose and Method:

The purpose of the study-3 was to know the retailers view point about the cause of counterfeiting. For collection data, two shopping areas Hawkers Market, Hasan Market and Kudrut-Ullah Point, Sylhet, Bangladesh and in case of Korea the sample areas were Gwangju Downtown Market and Underpass market Gwangju, Dongdaemun, Namdaemun market in Seoul. Total of 42 retailing shops from Korea and 37 Retailing shops in Bangladesh have been selected and interviewed the retailers by using questionnaires.

The causes of counterfeiting as expressed by the retailers are shown in the table given below.

### 6.2 Results and Discussion:

#### Causes of counterfeiting:

**Table-6: Retailers opinions about counterfeiting:**

| Causes of Duplication                                        | South Korea<br>(n=42) Mean | Standard<br>deviation | Bangladesh<br>(n=37) Mean | Standard deviation | t-value   |
|--------------------------------------------------------------|----------------------------|-----------------------|---------------------------|--------------------|-----------|
| Higher margin cause the counterfeit                          | 5.5676                     | .92917                | 5.3514                    | .94916             | -1.113    |
| Low price cause counterfeit                                  | 5.6216                     | 1.60470               | 6.0811                    | .72182             | 1.667     |
| Lack of consumers' consciousness cause counterfeit           | 1.8378                     | .86646                | 5.1622                    | .76425             | 15.916*** |
| Absence of implementation of laws cause counterfeit          | 4.4324                     | .80071                | 5.2162                    | 1.08359            | 4.117***  |
| The Scarcity of some popular branded goods Cause counterfeit | 2.1351                     | 1.03178               | 2.0270                    | 1.14228            | -.412     |
| Banning of import of some foreign goods cause counterfeit    | 1.8108                     | .87679                | 2.0541                    | .91122             | 1.550     |

(1=strongly disagree 7= strongly agree)

\*p<.05, \*\*p<.01, \*\*\*p<.001

Some previous studies (Ang et al., 2001; Predergast et al., 2002; Tom et al., 1998) found that the price was a big factor, in this study also confirm that findings-mean values from table-shows that both countries retailers strongly believed that low price and higher margin cause counterfeit, Korea(low price) (5.62) Bangladesh (6.08); and (higher margin) Korea(5.57), Bangladesh 5.35). T-test revealed that there were significant differences between the view point in terms of Lack of consumers' consciousness (t-value 15.92) and absence of implementation of laws cause counterfeit (t-value 4.12). Mean value of these two aspects (5.16) and (5.12) indicate that Bangladeshi consumers were strongly agreed that lack of consumers' consciousness and absence of implementation of laws cause counterfeit. But the Korean consumers were given lower evaluation (1.84 and 4.43) meaning that they are more conscious and they neither agreed nor disagreed that lack of implementation of laws causes counterfeit.

However, mean values show that both countries consumers were strongly disagree that scarcity of some popular branded goods and banning of import some foreign goods cause counterfeit.

## 7. Study-4

### 7.1 Purpose and Method:

In study 4, we tried to find out the overall consumers' perception about counterfeit brand. 193 students from Chonnam National University, South Korea and 212 students from Shahjalal University of Science & Technology, Bangladesh, participated in this study and they were selected as convenient sample procedure.

### 7.2 Results and Discussion:

**Table-7: Consumers' perception about counterfeit Brand/product.**

| Consumers' perception                                                                    | South Korea<br>(n=193) Mean | Standard<br>deviation | Bangladesh<br>(n=212) Mean | Standard deviation | t-value    |
|------------------------------------------------------------------------------------------|-----------------------------|-----------------------|----------------------------|--------------------|------------|
| When purchase a product consumers are not sure whether it is counterfeit brand           | 2.9430                      | 1.08102               | 4.8290                     | 1.17561            | 17.049***  |
| Seller hide this is counterfeit brand                                                    | 2.4249                      | .93307                | 5.5855                     | 1.20078            | 31.544***  |
| Consumers feel good purchasing counterfeit product                                       | 5.2591                      | 1.08744               | 2.7668                     | .95336             | -26.086*** |
| Marketer are selling counterfeit product because of consumer demand                      | 5.2435                      | 1.19799               | 5.4145                     | .92094             | 1.643      |
| Marketer are selling counterfeit brand for their own profit                              | 6.0570                      | 1.11890               | 5.9845                     | .93806             | -.808      |
| Consumers are benefiting because of counterfeit product decrease the monopolistic market | 2.3368                      | 1.26472               | 2.4093                     | 1.07205            | .662       |

(1=strongly disagree 7= strongly agree)

\*p<.05, \*\*p<.01, \*\*\*p<.001

Table-7 shows the Paired t- test result and Mean value. T-test shows that there were significant differences in the perceptions of “when purchase a product consumers are not sure whether it is

counterfeit brand” (t-value 17.05); “Seller hide this is counterfeit brand” (t-value 31.54) and “consumers feel good purchasing counterfeit product” (t-value -26.09).

Consumers from Bangladesh gave higher evaluations for “when purchase a product consumers are not sure whether it is counterfeit brand” (4.83) and “seller hide about counterfeit brand” (5.59) means that they believe that they are not clear whether it is counterfeit product and seller hide about counterfeit brand. On the other hand Korean consumers strongly disagreed in that two aspects, “when purchase a product consumers are not sure whether it is counterfeit brand” (2.94) means they knew about counterfeit while purchasing; “Seller hide this is counterfeit brand” (2.42) means they believe seller did not hide about counterfeit.

However, the results indicate that there were no significant differences between Korea and Bangladeshi consumers in the aspects of “marketer are selling counterfeit brand because of consumers demand (mean value of Korea 5.24, Bangladesh 5.41, and t-value 1.64), “marketer are selling counterfeit brand because of their own profit (mean value of Korea 6.06, Bangladesh 5.98, and t-value -0.81), results indicate that both countries consumers strongly believed marketer are selling counterfeit brand because of consumers demand and their own profit. But “consumers are benefiting because of counterfeit product decrease the monopolistic market” both consumers from Korea (2.34) and Bangladesh (2.41) strongly disagreed in this aspect.

## **8. Study-5**

### *8.1 Purpose and Method:*

The purpose of the study-5 was to find out an effective anti-counterfeit strategy. The study mainly based on literature review. We did exclusive literature analysis related with the anti-counterfeit strategy and we summarized some important anti-counterfeit strategy with their researchers in a table, and lastly we tried to show an approach or strategy which can be used as anti-counterfeit strategy.

### *8.2 Results and Discussion:*

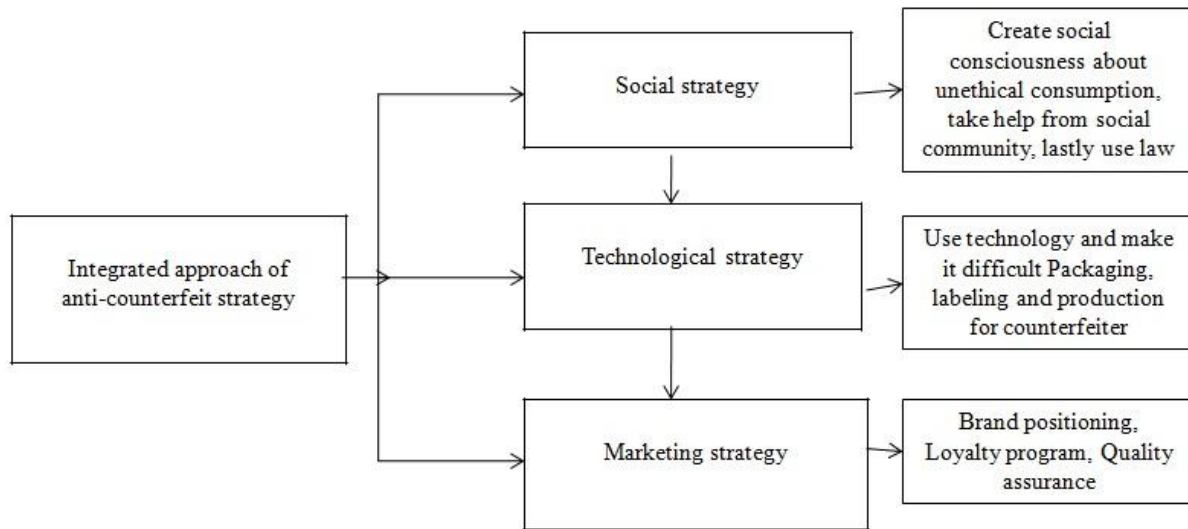
**Table-8: Literatures of anti-counterfeit strategy.**

| Researches                               | Anti-counterfeit strategies                                                                                                                                                                                                                                             |
|------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Delener (2000)                           | monitoring and product/packaging modification                                                                                                                                                                                                                           |
| Deli Yang and Gerald E. Fryxell (2009)   | product reliability and customer services are compatible with efforts to stop counterfeit production, but innovative technologies and product features and functions appear to exacerbate the problem                                                                   |
| Grossman and Shapiro 1988a               | Non-deceptive counterfeits are less likely to draw widespread support from authorities for protection from pirates. Deceptive counterfeits are likely to receive a more enthusiastic response from local authorities for requests for intellectual property protection. |
| Harvey (1987)                            | Awareness, action and assertion.                                                                                                                                                                                                                                        |
| Lybecker2007Yang/Fryxell/ Sie 2006       | Combined government/corporate actions can potentially improve anti-counterfeiting effectiveness.                                                                                                                                                                        |
| Olsen and Granzin (1993)                 | court proceedings can be costly, lengthy and unpredictable, manufacturers need to go further in terms of taking matters into their own hands in combating counterfeiting                                                                                                |
| Shultz and Saporito (1996)               | 1. Do nothing. 2. Co-opt the offenders. 3. Educate stakeholders at the source. 4. Advertise. 5. Investigation and surveillance. 6. High-tech labeling. 7. Create a moving target. 8. Legislation. 9. Coalitions. 10. Cede the industry.                                 |
| Somaya 2003). Shultz and Saporito (1996) | use of hi-tech labeling and considering the possibility of acquiring counterfeiters' operations                                                                                                                                                                         |
| Yang, Sonmez and Bosworth (2004)         | Proactive corporate actions (e.g. technical solutions, pricing, monitoring and contractual surveillance), networking - (e.g. support from government, consumer campaigns) and defensive weapons (e.g. commercial settlement and acquisitions).                          |
| Yang et all's findings (2006)            | Increasing government penalties and securing supply chains should reduce the amount of counterfeits on the market.                                                                                                                                                      |

From the above literature reviews (table-8) we saw that different researchers suggested different strategies but strategies are not all evenly useful, confirmed their conclusion that counterfeiting strategies do not work best in isolation, but that utilizing several strategies led to increased effectiveness. Now from the shadow of the above literature we developed an integrated approach for anti-counterfeit strategy:

### **8.3. Integrated approach of anti-counterfeit strategy:**

#### **Figure-1: Integrated approach of anti-counterfeit strategy.**



**Social strategy:** we saw from the study-1 (table-2) that the ethical consumption were one of the main cause of purchasing original brand, so marketer can create consciousness and give message to the society about ethical consumption and they can inform that the consumption of counterfeit product is totally unethical and hamper the societal value. Moreover they can take help from the different local community to protect the counterfeiting practices. And lastly they need to take help from legal authorities.

**Technological strategy:** If the packaging, labeling, and production process is difficult then there is less possibility to develop it by the counterfeiter. So using technology in labeling and packaging system may be effective strategy to protect the original brand. For example many brand use holographic label, Invisible authentication technology, Traceless anti-counterfeiting labeling system, Traceless thermal transfer ribbons. Moreover, marketer can introduce point of sale technological support for the customers to identify the counterfeit product.

**Marketing strategy:** We saw from the study 1 (table-2) that the quality assurance and loyalty program were two important factors for purchasing original brand, company should give warranty and guaranty as quality assurance for their brand, because maximum counterfeit product do not have this quality assurance. And they also should use brand positioning and loyalty program as anti-counterfeit strategy.

## **9. General Discussion:**

### **Summary:**

Across five studies using different methodologies, samples and measures we found some important results of counterfeit. In study 1, consumers from both Korea and Bangladesh indicated that, low price, almost same quality of original brand and counterfeit brand, availability, and short-term consumption habit were the main reason of purchasing counterfeit brand. But main differences between Korea and Bangladesh were many consumers purchased unintentionally in Bangladesh, on the other hand maximum consumers from Korea purchased counterfeit product intentionally. In study 2, we visited some shopping areas both Korea and Bangladesh and found that two types of counterfeiting; partial and exact form, and fashion global brand were in attacked in Korea, but in Bangladesh national popular brand were in attacked most. In study 3, we interviewed the retailers and they said that higher margin for them and lower price for the consumers were the main cause of counterfeiting. Most of the retailers from Bangladesh believed that lack of consumer consciousness, and lack of implementation of laws cause counterfeit, but most retailers from Korea did not agree in this point. In study 4, consumers from Bangladesh believed that they were not clear about counterfeit product and seller hide counterfeit information, but Korean consumers differ on these points. More consumers compared to Bangladesh felt good purchasing counterfeit product. Both consumers believed that seller were selling counterfeit product because of consumers demand. In study 5, showed that utilizing several anti-counterfeit strategies led to increased effectiveness, that's why we suggested an integrated anti-counterfeit strategy.

## **10. Managerial Implication:**

Our findings have several managerial implications. In general, our studies shown that low price and short-term consumption habit were two main reasons of purchasing counterfeit product, so company of original brand can think about to decrease some durability features so that they can sale in cheap price. Another thing, we saw that availability and retailer's higher margin were also

two important factors, so while distribution strategy set-up it should be kept in mind. The differences between Bangladesh and Korea were –Global brand mostly targeted in Korea on the other hand in Bangladesh National Brand were targeted mostly, so when company spread out their market in other countries they should consider this and other developed and underdeveloped countries specific features of counterfeit. Lastly, the main purpose of all the studies in this paper is find out a way to protect the original brand, so integrated approach of anti-counterfeit strategy can be used by manager to protect their brand.

### **11. Limitation and Future study:**

In this research there are some limitations which should always be taken into account. First, in this research we did not consider the purchasing characteristics of male and female, but there may be some effect of gender differences. Second, we collected data only from two cities, so it may differ in other cities, like in Bangladesh we collected data from one city name as Sylhet, so, we found very few global brand, it would have been different if you collected data from capital city.

Although we have found some important aspects of counterfeiting, our findings also raise some new questions. For example, we saw in developed country (Korea) global brand were mostly targeted by the counterfeiter, on the other hand, in under-developed country (Bangladesh) national brand were targeted, but we do not know the reason whether it is for technological reason or demand factor, so in future research should focus on this aspect.

### **12. Conclusion:**

From our five studies and from the present situation, we can say counterfeit is a marketing challenge or problem and not as a legal problem anymore. So, marketer should solve this problem initially by the help of marketing strategy and side by side they can take help from laws.



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